

City of San Diego Commission for Arts and Culture
San Diego Regional Arts and Culture Coalition

FY02 Economic Impact Report



Vibrant Art culture, Vibrant City city

Arts and culture are vital components of a vibrant society. They inspire creativity and innovation, build neighborhood pride and identity, bridge diverse cultures and remind us of our shared humanity.

Arts and culture are also vital components of a vibrant city. They provide a significant boost to the local economy, create thousands of jobs, celebrate communities and position us as a cultural destination.

In 2002, the non-profit arts and culture organizations supported by the City of San Diego Commission for Arts and Culture provided more than 5,600 job opportunities. Expenditures by these same organizations totaled more than \$116 million. Despite a difficult year economically, these numbers have increased from 2001.

Arts and culture continue to draw tourists from around the world to San Diego. In 2002, more than 1.66 million out-of-city admissions were sold by City-funded arts and culture organizations. These tourists contributed an estimated \$217 million to our local economy by shopping, staying overnight in hotels and dining out.

The impact of arts and culture extends well beyond economics. In 2002, arts and culture enhanced thousands of San Diego school students' education. Public art throughout the city's neighborhoods helped create a sense of place for San Diego citizens. All of these obvious benefits prompted the inclusion of arts and culture in San Diego's recently adopted City of Villages Strategy. As one of the plan's core values states, "We value the City's multiplicity of arts, culture and historic assets."



Culture Makes A Desirable Destination

Cultural tourists are an important niche market to San Diego's tourism industry. During their visits, cultural tourists may attend music or theatre performances, visit visual arts or cultural museums, take part in multicultural or ethnic events, go to historical attractions, or participate in a festival – to name just a few possibilities. Cultural tourists tend to combine cultural with non-cultural activities, look for educational experiences, and seek a sense of people and place through their travels.

Research shows that, on the whole, cultural tourists are more affluent and make longer visits than average tourists. With more money to spend and more days to visit, it stands to reason that cultural tourists' impact on the local economy is greater too.

A recent survey of cultural tourists, conducted by CIC Research for the San Diego Convention and Visitors Bureau, demonstrates the value of these tourists to our local economy. The survey targeted tourists who had requested San Diego Art & Soul Magazine prior to their visit. Specifically, the survey found that:

- A cultural tourist's average stay was 5.5 days, significantly longer than 4.1 days for an average tourist
- 81% paid for accommodations, versus 53% for average tourists
- 54% arrived by plane, versus 27% for average tourists
- 67% also shopped, visited amusement parks and the beach
- 93% reported high satisfaction with their visit to San Diego

In 2002, the 85 city-funded arts organizations sold 1.66 million out-of-city admissions.

These cultural tourists, in turn, contributed an estimated \$2.17 million to the local economy. That's taking into consideration that these tourists visited San Diego for at least one day and spent a conservative \$131 on that day.

Arts and culture amenities consistently rank as top tourist attractions.

According to San Diego Business Journal, 12 of the top 25 tourist destinations in San Diego in 2002

were arts and culture institutions.

"One of 'America's Top 25 Arts Destinations'"
— AmericanStyle Magazine, 2002

"A San Diego arts weekend puts life back in perspective"
— Westways, 2002

Arts and Culture Mean Business for San Diego

The financial impact of San Diego's arts and culture organizations extends well beyond the \$116 million they paid directly to businesses and individuals in 2002. That's because these individuals and businesses, in turn, spend much of that money again locally.

Despite the faltering economy, the City-funded arts organizations' direct impact to the local economy has increased steadily over the last six years.



A Commitment to Life Long Learning

In 2002, the 85 City-funded arts and culture organizations served 293,263 students and teachers and reached over 950,000 additional adults and children through education and access programming in community centers, senior centers, libraries, recreation centers and other venues. **This outreach to more than a million people is evidence of a strong commitment to learning at all stages of life.**

According to *The Rise of the Creative Class*, San Diego ranks as third most creative city in America.
— Richard Florida, 2002

City of San Diego Commission for Arts and Culture

Fiscal Year 2002 Contractors

Actors Alliance of San Diego • Adams Avenue Business Association • AFC Dixieland Jazz Society • Alpha Phi Alpha Fraternity • Art Now • Asian American Journalists • Asian American Repertory Theatre • Asian Story Theater • Athenaeum Music & Arts Library Bayside Community Center • Blues Lovers United of San Diego • Cabrillo Festival Inc. California Ballet • California State Games • California State Parks Foundation • Camarada Chamber Music Ensemble • Cambodian Dancers of San Diego • Center for World Music Centre City Development Corporation • Centro Cultural de la Raza • Children's Museum of San Diego • Christian Community Theater • City Ballet, Inc. • City Heights CDC City Heights Town Council • City Moves! • Civic Youth Orchestra • Classics for Kids, Inc. College Area Economic Development Corporation • COVA • Diamond Community Development Corporation • Discover Pacific Beach • Diversionary Theatre • El Cajon Boulevard BIA • Encanto Community Fund • Evoke Dance Theatre • Fern Street Community Arts • Firefighters Advisory Council • The Fritz Theatre • Gaslamp Quarter Association • Gaslamp Quarter Historical Foundation • Gay Men's Chorus • The Globe Theatres • Greater Golden Hill CDC • Harmonium • Hillcrest BIA • House of Hospitality Association • I-15 Diamond Gateway Chamber • Icarus Puppet Company • Installation Gallery • Institute for Arts Education • Japanese Friendship Garden • Kiwanis Club Grantville-Allied Gardens • Kiwanis Club Tierrasanta • La Jolla Chamber Music Society La Jolla Playhouse • La Jolla Stage Company • La Jolla Symphony & Chorus • Lake Murray Kiwanis Club • Lake Murray Kiwanis Foundation • Linda Vista Multi-Cultural Fair Inc. • Lower Left • Mainly Mozart • Malashock Dance and Company • Maritime Museum • McCaleb Dance • Media Arts Center of San Diego • Mingei International Museum • Montezuma Economic Development Corp. • Museum of Contemporary Art San Diego • Museum of Photographic Arts • New Works/Vantage Theatres • Normal Heights Community Center • North Park Main Street • Ocean Beach Mainstreet Association Pacific Southwest Wildlife Arts Inc. • PASACAT • Patricia Rincon Dance • Peninsula Chamber of Commerce • Persian Cultural Center • Playwrights Project • Poyamkawichum Kaamalam • Rancho Bernardo Chamber of Commerce • Rancho Penasquitos Town Council Samahan • San Diego Actors' Theatre • San Diego Aerospace Museum • San Diego Art Institute • San Diego Automotive Museum • San Diego Ballet • San Diego Center for Jewish Culture • San Diego Chamber Orchestra • San Diego Children's Choir • San Diego Chinese Center • San Diego Chinese Historical Society • San Diego Civic Light Opera • San Diego Comic Opera • San Diego Crew Classic • San Diego Dance Alliance • San Diego Dance Theater • San Diego Early Music Society • San Diego EarthWorks • San Diego Hall Of Champions • San Diego Historical Society • San Diego Junior Theatre • San Diego Lifesaving Association • San Diego Master Chorale • San Diego Men's Chorus • San Diego Mini Concerts • San Diego Model Railroad Museum • San Diego Museum of Art • San Diego Museum of Man • San Diego New Music • San Diego Opera Association • San Diego Performing Arts League • San Diego Repertory Theatre • San Diego Society of Natural History • San Diego Space and Science Foundation • San Diego StreetScape • San Diego Symphony • San Diego Women's Chorus • San Diego Young Artists Symphony • San Diego Youth & Community Services • San Diego Youth Symphony • San Ysidro Women's Club SDSU Foundation • Sherman Heights Community Center • Sledgehammer Theatre • Soul Beat • Southeast San Diego MADA Choir • Southeastern Community Theatre • Spreckels Organ Society • Spruce Street Forum • Street of Dreams • Teatro Mascara Magica The Century Club of San Diego • Thunderboats Unlimited • Torrey Pines Kiwanis Foundation • United Italian American Association • Veterans Memorial Center • VeVe Westwind Brass • WorldBeat Center • Young Audiences of San Diego



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Cover Photos

Left, top:
Malashock Dance, photo by Lois Greenfield

Right, top to bottom:
San Diego Performing Arts League ArtTix Booth,
photo by Ken Jacques

San Diego Opera, photo by Ken Howard
San Diego Museum of Man

La Jolla Playhouse, photo by Russell Caldwell

MADA Choir, photo by George Hill

Oceanlife, Sun & Waves, by Kim Emerson,
photo by Daniel Veit